

Syllabus

BSAD2520 Principles of Marketing

2012

Committee Members:

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Date Reviewed: 1-27-12

NCCA Council of Instructional Officers Chair

Dr. Dennis Headrick D. Headrick
Southeast Community College

Date Approved: 3/16/12

I. CATALOG DESCRIPTION

Course Number: BSAD 2520
Course Title: Principles of Marketing
Prerequisites: None

A study of the development of an effective marketing program including consumer behavior, product, pricing, distribution, and promotional strategies.

4.5 quarter credit hours/3.0 semester credit hours/45 contact hours

II. COURSE OBJECTIVES: *Course will:*

1. Summarize and illustrate marketing, the marketing concept, and marketing management
2. Examine the environment in which marketers make decisions, and how that environment affects organizations
3. Summarize and investigate methods of information gathering and research techniques
4. Identify influences on consumer and organizational buying behavior
5. Identify appropriate market segments and positioning strategies
6. Identify product and service strategies
7. Analyze distribution strategies
8. Analyze pricing strategies and tactics
9. Summarize the significance of promotion, and identify promotional strategies in communicating with the market segment
10. Demonstrate the importance of an effective marketing plan

III. STUDENT LEARNING OUTCOMES: *Students will be able to:*

1. Describe terms related to marketing
2. Describe the four marketing orientations
3. Describe the marketing process
4. Understand the components of a marketing plan
5. Describe criteria for effective marketing objectives
6. Explain the components of a situational analysis

7. Discuss target market strategies
8. Describe the elements of the marketing mix
9. Discuss the elements and the factors of the environments
10. Discuss global marketing
11. Analyze the components of consumer behavior
12. Discuss business-to-business marketing
13. Describe the types of business goods and services
14. Describe the characteristics of target markets and market segments
15. Review the importance of positioning strategies
16. Define marketing research, and explain its importance to marketing
17. Describe the concept and types of competitive advantage
18. Classify consumer products
19. Describe marketing uses of branding
20. Explain the importance of developing and managing product and service strategies
21. Discuss the differences between services and goods
22. Understand the roles of distribution channels in marketing management
23. Examine the tools of promotion including advertising, sales promotion, personal selling, public relations, social media and mobile marketing
24. List and explain pricing objectives

IV. CONTENT/TOPICAL OUTLINE

1. Marketing and Its Environment
2. Buyer Behavior and the Target Market
3. Product Design

4. Distribution Strategy
5. Promotion Decisions
6. Pricing Strategy
7. Implementation and Electronic Marketing

V. INSTRUCTIONAL MATERIALS (These are suggested texts; the instructor or institution can select the text that will work best to meet the course objectives.)

1. Boone, Louis E., and David L. Kurtz. *Contemporary Marketing*, 13th Edition. Fort Worth, Texas
2. Solomon, Michael, Marshall, Greg, and Stuart, Elnora. *Marketing, Real People, Real Choice*, 7th Edition. Upper Saddle River, New Jersey
3. Lamb, Charles W., Carl McDaniel, and Joseph F. Hair. *MKTG*, Fifth Edition. Cincinnati, Ohio
4. Grewel and Levy, *Marketing*, Third Edition.

VI. METHOD OF PRESENTATION

- A. Explanation and/or Lecture
- B. Video Presentation
- C. Student Reports
- D. Role Play
- E. Guest Speaker
- F. Small Group Activities
- G. Discussion
- H. PowerPoint Presentation
- I. Field Trips
- J. Internet Activities

VII. METHOD OF EVALUATION

- A. Course grades, at the determination of the instructor, will be based on class and group participation, daily work, exams, presentations, projects, papers, and/or a portfolio
- B. Instructors will distribute and discuss the evaluation process and his/her grading policies with the students at the beginning of the term.

VII. INSTITUTIONAL DEFINED SECTION

(to be used at the discretion of each community college as deemed necessary)